

Global Digital Therapeutics Market (By Component, Application, End User, Region), Company Profiles, Recent Developments, Market Dynamics – Growth Trends and Forecast (2025 – 2032)

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Abstracts

The global digital therapeutics market was valued at US\$ 7.67 Billion in 2024, and is predicted to reach US\$ 47.83 Billion by 2032. Digital therapeutics encompass software and connected devices that deliver evidence-based therapeutic interventions to prevent, manage, or treat a range of diseases. These solutions are increasingly integral to care pathways for high-burden conditions, including mental health disorders, diabetes, respiratory diseases, and cardiovascular conditions. The demand for digital therapeutics is gaining momentum, underpinned by the growing global burden of chronic conditions such as diabetes, mental health disorders, cancer, and heart failure. In response, patient uptake of digital therapeutic solutions continues to rise, signaling a broader transition toward technology-enabled care models and more personalized approaches to disease management.

The adoption of digital therapeutics is accelerating, supported by rapid technological advancements and evolving market expectations. Industry leaders such as Omada Health, Welldoc, Livongo, and Kaia Health have helped shape the market through innovations in AI-powered personalization, seamless integration with remote monitoring hardware, and clinical-grade coaching for diverse populations. In parallel, the supportive government initiatives, particularly across North America, Europe, and Asia Pacific, have strengthened industry confidence by rolling out reimbursement frameworks, streamlined regulatory pathways for software as a medical device, and digital health mandates that support scale and commercialization. Collectively, these efforts have enabled more robust evidence generation, improved population health analytics, and fostered global uptake of digital therapeutics.

Recent Developments

In November 2025, Lupin Digital Health, India's leading cardiac digital-therapeutics company, has launched VITALYFE, an AI-powered cardiometabolic wellness platform to help working professionals improve their heart health.

In June 2025, Greybox Solutions secured an investment amount of US\$ 350,000. These funds will be used to secure the company's strong foothold in the remote care management and digital therapeutics sector.

In May 2025, Dawn Health, a Copenhagen-based digital health company, raised EUR 11.5 million to advance its digital therapeutics platform, focusing on AI-driven solutions to enhance patient care.

In April 2025, Click Therapeutics, a leader in prescription medical treatments as both prescription digital therapeutics and software-enhanced drug therapies, obtained FDA marketing authorization for the first prescription digital therapeutic for the preventive treatment of episodic migraine. FDA granted the De Novo Classification Request for the company's prescription digital therapeutic, CT-132, for the preventive treatment of episodic migraine in patients 18 years of age and older.

By Component: Global Digital Therapeutics Market and Forecast – Key Takeaways

The software segment dominates the global digital therapeutics market, accounting for over 50% market share in 2024. Software-driven solutions, including mobile applications, AI-powered analytics, and cloud environments, are enhancing the precision, scalability, and personalization of chronic disease and behavioral health interventions.

The hardware segment contributed over a quarter to the global digital therapeutics market in 2024. Smart wearables, sensor-enabled monitors, and connected medical devices are key enablers, facilitating continuous biometric data collection and extending care beyond clinical settings into homes and daily routines.

Service providers are essential in deployment, onboarding, and personalization,

effectively bridging technological innovation with clinical practice. Their offerings span telehealth integration, patient engagement initiatives, and technical support, ensuring seamless alignment with existing care delivery workflows.

By Application: Global Digital Therapeutics Market and Forecast – Key Takeaways

The diabetes application controlled largest share of the global digital therapeutics market in 2024. This leadership is underpinned by strong clinical validation, proven real-world efficacy, and widespread adoption across patient populations. Advances in AI-powered diabetes management tools and seamless interoperability between hardware and mobile ecosystems have enhanced precision in self-management.

Obesity has emerged as a leading application within digital therapeutics, fuelled by alarming global prevalence rates and strong demand for scalable weight management solutions. Prominent platforms such as Noom and Omada Health leverage wearable technology, personalized nutrition plans, and interactive coaching to drive meaningful behavioral change.

Cardiovascular digital therapeutics leverage wearable sensors, mobile platforms, and AI-driven risk assessment to manage conditions such as hypertension, heart failure, and atrial fibrillation.

Smoking cessation is gaining traction as an emerging application area within the global digital therapeutics market. Solutions in this segment leverage a combination of cognitive behavioral therapy, AI-enabled cessation support, mobile platforms integrated with wearables, and immersive technologies such as virtual reality to support individuals in reducing and overcoming tobacco dependence.

Central nervous system (CNS) disorders, including ADHD, Alzheimer's, and Parkinson's, accounted for least share of the global digital therapeutics market in 2024.

By End User: Global Digital Therapeutics Market and Forecast – Key Takeaways

Based on end users, the patient segment dominates the global digital

therapeutics market. Growing disease burden and high demand for tailored, accessible healthcare has elevated patients as central stakeholders, with digital apps and remote monitoring platforms supporting real-time management and engagement.

The providers end user segment of the global digital therapeutics market is driven by rising clinical adoption and integration into care workflows alongside the expansion of value-based models. Providers utilize digital therapeutics to enable remote monitoring, support real-time data analytics, and deliver personalized interventions across conditions such as diabetes, cardiovascular disease, and mental health.

Employers are emerging as a key contributor to the digital therapeutics market. Many organizations are embedding these solutions into corporate wellness programs to enhance workforce health outcomes, lower absenteeism, and more effectively control healthcare expenditures.

Payers are increasingly recognizing the potential of digital therapeutics to optimize resource allocation and improve patient outcomes. Integration into reimbursement and value-based care frameworks drives demand, with payers collaborating to create supportive payment models for chronic and behavioral conditions.

By Region: Global Digital Therapeutics Market and Forecast – Key Takeaways

North America dominates the global digital therapeutics market, driven by a mature healthcare infrastructure, strong regulatory frameworks, and widespread adoption of digital health solutions across the United States and Canada.

Europe is the second largest market for digital therapeutics. Expanding reimbursement models and policy support are accelerating adoption, reinforcing Europe's position as a frontrunner in digital health innovation.

Asia–Pacific is the fastest-growing region in the global digital therapeutics market. The region's rapid expansion is driven by accelerating digital adoption across China, Japan, India, South Korea, and Australia, supported by increasingly urban populations and a rising prevalence of chronic diseases.

In Latin America, Brazil is emerging as the regional anchor, supported by favorable government initiatives and rising digitization. Widespread adoption of smartphones and digital devices has propelled integration of digital therapeutics into disease management programs across the region.

In Middle East and Africa, countries such as Saudi Arabia, Israel, UAE and South Africa are at the forefront of digital health transformation, leveraging technology to address chronic disease burdens and improve healthcare efficiency.

iGATE Research report titled “Global Digital Therapeutics Market (By Component, Application, End User, Region), Company Profiles, Recent Developments, Market Dynamics – Growth Trends and Forecast (2025 – 2032)” provides a comprehensive analysis of the fast-evolving, high-growth Digital Therapeutics Market landscape.

This 105 Pages report with 42 Figures and 8 Tables has been analyzed from 9 viewpoints:

- 1) Global – Digital Therapeutics Market and Forecast (2021 – 2032)
- 2) Global – Digital Therapeutics Market Share and Forecast (2021 – 2032)
- 3) By Component – Global Digital Therapeutics Market and Forecast (2021 – 2032)
- 4) By Application – Global Digital Therapeutics Market and Forecast (2021 – 2032)
- 5) By End User – Global Digital Therapeutics Market and Forecast (2021 – 2032)
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- 7) Global Digital Therapeutics Market – Recent Developments
- 8) Global Digital Therapeutics Market – Company Profiles
- 9) Global Digital Therapeutics – Market Dynamics

By Component - Global Digital Therapeutics Market

1. Software
2. Hardware
3. Services

By Application - Global Digital Therapeutics Market

1. Diabetes
2. Obesity

3. Cardiovascular
4. Respiratory Disease
5. Smoking Cessation
6. CNS Disorders
7. Others

By End User - Global Digital Therapeutics Market

1. Patients
2. Providers
3. Employers
4. Payers
5. Others

By Region - Global Digital Therapeutics Market

1. North America
2. Europe
3. Asia Pacific
4. Latin America
5. Middle East & Africa

Global Digital Therapeutics Market – Company Profiles

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2. Omada Health, Inc. (OMDA)
3. Click Therapeutics
4. Orexo AB
5. Otsuka Holdings Co., Ltd
6. ResMed Inc. (RMD)
7. Teladoc Health, Inc.
8. Hyfe
9. LifeScan
10. Virta Health
11. Akili Interactive
12. Propeller Health (ResMed)

Data Sources

iGATE RESEARCH employs rigorous primary and secondary research techniques in developing distinctive data sets and research material for business reports. This report is built by using data and information sourced from Proprietary Information Database, Primary and Secondary Research Methodologies, and In house analysis by iGATE Research dedicated team of qualified professionals with deep industry experience and expertise.

Research Methodologies

Primary Research Methodologies: Questionnaires, Surveys, Interviews with Individuals, Small Groups, Telephonic Interview, etc.

Secondary Research Methodologies: Printable and Non–printable sources, Newspaper, Magazine and Journal Content, Government and NGO Statistics, white Papers, Information on the Web, Information from Agencies Such as Industry Bodies, Companies Annual Report, Government Agencies, Libraries and Local Councils and a large number of Paid Databases.

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